

- Signage at the projects that are visible from the road
- Regular updates on social media
- Articles in the quarterly *Connections* newsletter
- Articles in the Mayor's Matters and the Economic Development e-newsletters
- Calendar updates for ribbon cuttings/ground breakings, community meetings
- Community presentations
- Videos for Top of the Hour (Channel 8)
- Media outreach including press releases, columns, articles (e.g. *Denver Business Journal*, *Neighborhood Gazette*, *Transcript*, *Colorado Real Estate Journal* and local TV/radio stations)

From Council questions

- There is currently no budget for signage. Signs will be produced in-house.
- Can we include the WR Chamber of Commerce? Yes.
- Parks is really one park – Anderson. Roads is really one road – Wadsworth.
- Unsure of taxpayer benefit of a sign at a work site.
- It's an integrated approach to train the citizens to look for those icons.
- It creates opportunities for advertising partnerships.
- Caution to be careful how much money we spend on advertising.

There was unanimous consensus for staff to proceed with the branding.

There were a few closing questions from Council.

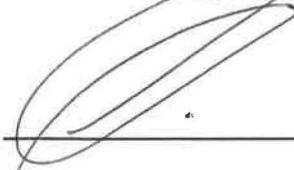
- Mr. Goff advised that Evergreen's application for the ramps will be a three-party agreement – Evergreen, the City and CDOT.
- He also agreed that staff will do some research on large day cares in residential zones.

ADJOURNMENT The Special Study Session adjourned at 9:24p.m.



Janelle Shaver, City Clerk

APPROVED BY CITY COUNCIL ON February 13, 2017



George Pond, Mayor pro tem